



SILICON COULOIR



2019 ANNUAL REPORT

FROM THE SILICON COULOIR EXECUTIVE DIRECTOR AND BOARD CHAIR:

Dear Friends,

If you are reading this letter, then you likely have some type of interest in entrepreneurship – perhaps you’ve started a company in the past, dream of starting one in the future, or know someone who’s risked it all to pursue their passion. Whatever your interest, we welcome you into the Silicon Couloir ecosystem.

Entrepreneurship in our region, what we like to call “Wydaho”, is about more than just building a successful business and/or making money. Entrepreneurs and their companies don’t operate in a vacuum – they are an integral part of the fabric of our community, diversifying our economy and working to maintain a thriving middle class. Helping entrepreneurs to achieve their goals while recognizing and supporting the attributes that make our region so special is why Silicon Couloir exists.

Simply put, we believe in “Profits, People and Planet”. Frankly, every business must make a profit to succeed. However, we also believe that empowering and supporting every venture’s main asset – its people – is foundational in achieving that success. And that re-investing in one’s community is not just “doing good,” it’s also good for business.

We believe in “Access for All,” and that is, Silicon Couloir strives to provide programs that are accessible to anyone interested in the cycle of entrepreneurship, regardless of cost. Our goal is free programming for anyone.

If you don’t already know, Silicon Couloir is a 501(c)(3) non-profit that provides full-spectrum programming we like to call “Founding to Funding” to support entrepreneurs in our region. You can see more on these programs throughout this Annual Report.

The past year has been one of positive change and immense growth for Silicon Couloir. I came on board as the first full-time Executive Director and our TEAMS Mentor program has grown exponentially. Our Board, staff, and dedicated volunteers have worked countless hours with a singular focus – to teach, support, and facilitate entrepreneurial success that aligns with community vision.

Of course, we need your financial support to make this all happen. Thank you to everyone who has supported us so far, from our Trustees with major multi-year commitments to corporate sponsors to those donating at any level. We appreciate your interest in - and support of - our efforts, and look forward to even more entrepreneurial success in 2020 and the years to come.

Yours in Entrepreneurship,



GARY TRAUNER



ALEXANDER MUROMCEW



GARY TRAUNER

Executive Director



ALEXANDER MUROMCEW

Board Chair



Our Team & Community Caretakers

BOARD OF DIRECTORS

2019: Bill Watkins, Board Chair | Cynthia Blankenship, Board Vice Chair | Liza Millet, Secretary | J Gordon Finnegan, Treasurer | Nathan Adams | Brian Cousins | Scott Fitzgerald | Chris Hessler | Ginny Hutchinson

2020: Alexander Muromcew, Board Chair | Cynthia Blankenship, Board Vice Chair | Ginny Hutchinson, Secretary | Brian Cousins, Treasurer | Chris Hessler | Bryan Kujawski | Mary McCarthy | Liza Millet | Chris Woolley

STAFF

Gary Trauner, Executive Director | Rebecca Reimers, Marketing & Events Coordinator | Will Stabler, Operations Manager | Michael Adams, The Cowork Space Manager | Will Synnott, 2020 Winter Intern

TRUSTEES

Jon Callaghan | Colin Corgan | John Costello | Colby Cox | Julie Faupel | Matt Faupel | Chuck Fleischman | Pam & Duncan Goldie-Morrison | Tony Hartl | Chris Hessler | David Hopkins | Debbie Hopkins | Ginny Hutchinson | Ned Jannotta | John Kanengieter | Karen Kemmerer | Breckenridge Kling | Jake Lamarine | Mary McCarthy | Bryan Miles | Shannon Miles | Alexander Muromcew | Bill O'Neil | Sharon Schendel | Dakin & Gabrielle Sloss | Mike Smerklo | Mark Wan | Todd Warden | Bill Watkins

SPONSORS

PLATINUM LEVEL: Pirate Ship

GOLD LEVEL: First Republic Bank

SILVER LEVEL: Heimerl Beard St. Clair, Silver Star Communications, Peregrine Capital, Bank of Jackson Hole

BRONZE LEVEL: Rocky Mountain Bank, Income Focus Portfolio Management



Mission & Core Values

Silicon Couloir aligns entrepreneurship with community vision to promote a diverse economy and a healthy environment for current and future generations.

Silicon Couloir is a 501(c)(3) nonprofit organization. We strive to be the hub connecting local entrepreneurs to all the resources needed to succeed: an expanded personal network, education, access to capital, connection to mentors, and leadership training.

Our Wydaho community enjoys a highly educated workforce, yet is facing housing and transportation challenges in a highly seasonal tourist economy. Our community is as rich in intellect and experience as it is in ambition. We believe great things happen when the right people connect and learn.



**TAKING
ACTION**



**COMMUNITY
CARETAKING**



**ENTREPRENEUR
EMPOWERMENT**



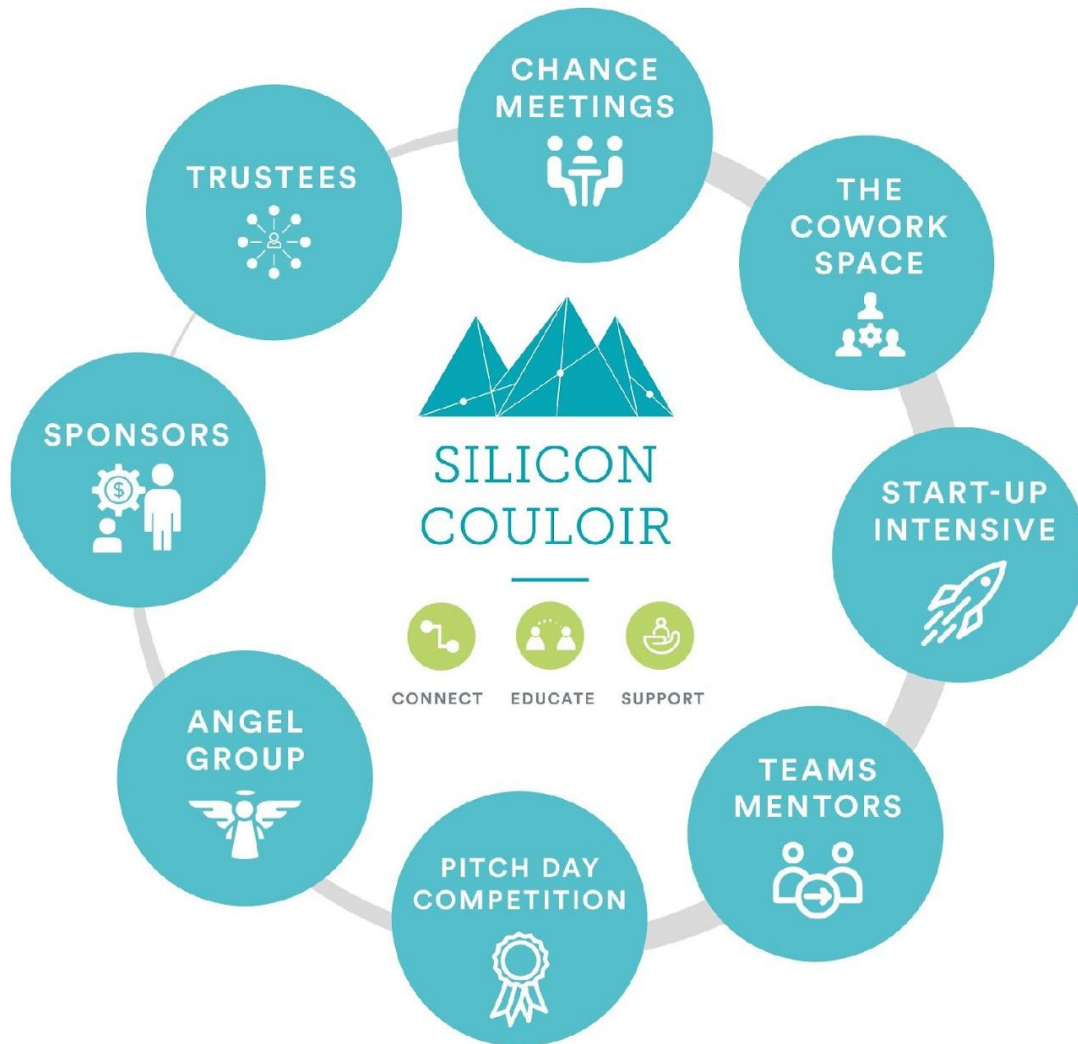
**WORLD-CLASS
EFFORT**



FUN



Our Entrepreneurial Ecosystem



CHANCE MEETINGS: Free monthly networking and social event with educational program component.

ANGEL GROUP: An invitation-only forum for qualifying companies looking to raise capital to present to a select group of active accredited investors.

THE COWORK SPACE: Professional communal workspace inspiring creativity and productivity with daily and monthly plans for private offices and common work areas.

START-UP INTENSIVE: A 10-week comprehensive “boot camp” in partnership with Central Wyoming College for aspiring entrepreneurs looking to turn their dream into reality.

PITCH DAY COMPETITION: Annual showcase event for select companies to compete for cash prizes while highlighting their progress to interested parties and the public.

TEAMS: Our world-class mentoring program for Wydaho ventures.

SPONSORS: The opportunity for businesses and organizations to support entrepreneurship in the Wydaho region.

TRUSTEES: Our core supporters. Trustees help Silicon Couloir build more organizational capacity and runway to continue doing great work for entrepreneurship in the Wydaho economy.



By The Numbers 2019

EDUCATE

11

MENTOR TO MENTOR MEETINGS held to support and educate mentors with an average of 20 mentors in attendance per meeting.

14

NEW VENTURES accepted to TEAMS mentoring program.

60

TEAMS mentoring sessions.

CONNECT

12

NEWSLETTERS published to over 1,500 subscribers helping to connect and inform the entrepreneurial ecosystem.

26

NEW MENTORS recruited for TEAMS in 2019.

270

COMMUNITY MEMBERS attended 2019 Pitch Day for a record attendance.

700

ATTENDEES at 12 Chance Meetings in 2019.

SUPPORT

8

WYDAHO COMPANIES in the Silicon Couloir ecosystem awarded Wyoming Business Council Kickstart Grants.

60

FULL-TIME MEMBERS at The Cowork Space in 2019.

1000+

VOLUNTEER HOURS from Board of Directors, mentors, and coaches.



2014-2019 Achievements

4,700



business people
connected

201

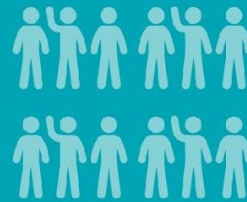


entrepreneurs
served

\$1.8M



funds raised from
Angel Group



1,250

Pitch Day
attendees

\$10.75M

est. funds raised in venture
ecosystem

5,000+

volunteer hours



ENTREPRENEURIAL SUCCESS STORIES

\$225K **extherid**
BIOSCIENCES

Extherid Biosciences - Gov't Grant

\$1.7M  VERTICAL
HARVEST

Vertical Harvest - WY State Grant

\$1.37M

Give'r - Kickstarter



\$1.1M

DMOS Collective - Seed
Round Funding 

\$5M

Momentous -
Series A



What Our Entrepreneurs Are Saying



“Silicon Couloir was a game-changer, connecting Pirate Ship with the startup community we needed to thrive. I’m so grateful for their programs and how much they’ve helped our company, whether it was strengthening our business through the incredibly talented and experienced mentors in the TEAMS program, or even just breaking up the grind every month to have a few drinks and make new friends at Chance Meetings.”

-**BJORN BORSTELMANN**, Pirate Ship Founder and CEO, TEAMS pilot venture, and Platinum Sponsor



“Silicon Couloir has provided a formative landscape through which I could organically emerge as an entrepreneur. From the creative impulse of the Start-Up Intensive to the excruciating journey of thriving through the Pitch Day experience to the powerful mentorship of TEAMS, this community of support has been invaluable. So grateful to be a Wyoming start-up in this eco-system of fortification.”

-**CIELA WYNTER**, Joan of Sparc Founder and CEO, 2018 Pitch Day finalist, and TEAMS venture



“Silicon Couloir has been integral to my entrepreneurial journey. Even though I did not formally take the SUI, I believe I gleaned a lot of information as a speaker/mentor and I was able to sit in on a speaker here and there. The TEAMS program and Pitch Day both offered invaluable leadership and training, and my TEAMS mentors continue to help me steer the ship. Thank you for all that you do!”

-**TANA HOFFMAN**, Mountainist Founder and CEO, 2019 Pitch Day award winner, and TEAMS venture



Pitch Day 2019

PITCH DAY WINNERS

2019 was our best Pitch Day yet with record breaking attendance and incredible presentations. Both the Panelists Choice Award and the Bob Arndt Community Caretaker Award went to Powwater, a social impact company that utilizes the power of the marketplace to support clean water projects around the globe. The prizes included a total of \$8,500 in cash and an opportunity to participate in TEAMS, Silicon Couloir's mentoring program.

POWWATER MAKES ITS MARK

"We are deeply appreciative of the Silicon Couloir team, the panelists, and our fellow contestants for a terrific night. Working with Silicon Couloir was a fantastic experience. The coaching was top notch," says Powwater Co-Founder and presenter Jack Hartpence. "Winning Pitch Day was a monumental stride for our team. We believe firmly in the power of business to spark positive change, and it was validating to know that the panelists agreed."

MOUNTAINIST AUDIENCE FAVORITE

The Audience Choice Award went to Mountainist, an online company that rents curated outdoor action sports apparel and protective gear to women. The Audience Choice Award carried a \$2,500 cash prize as well as six months of access to The Cowork Space. Says Founder and presenter Tana Hoffman, "We were honored to be named the Audience Choice Award winner! After rehearsing for three weeks straight, the real win was being able to present Mountainist just as we had envisioned it. We told our story in 8 minutes, and from the comments we received, we know it resonated with people. The award was the icing on the cake. Thank you to everyone who came to support us!"



JACK HARTPENCE, POWWATER CEO AND CO-FOUNDER



TANA HOFFMAN, MOUNTAINIST CEO AND FOUNDER



Impact For Success Wish List



EDUCATION AND CONNECTION

\$100,000	Sole sponsorship for Pitch Day
\$50,000	Fund teaching position for course in entrepreneurship at CWC or via SC
\$30,000	Support production and content for monthly newsletter, annual report, and 60-Second Connect
\$10,000	Fund two annual Start-Up Intensive Scholarships
\$1,000	Educational materials for various programs, such as Chance Meetings, Pitch Day, and SC meetings



ENTREPRENEUR SUPPORT

\$250,000	Extension of The Cowork Space to add'l community in WYdaho region
\$100,000	Extension of TEAMS program to add'l community in WYdaho region
\$75,000	Provide staffing resources to oversee and implement "World-Class" SC programming
\$50,000	Fund administration of Angel Group Investment program
\$25,000	Underwriting of Pitch Day awards and prizes
\$15,000	Fund administration of TEAMS program for 3 months
\$2,500	One month of management of The Cowork Space
\$500	Annual software subscription for management of SC program
\$250	Sponsor TEAMS mentor lunch

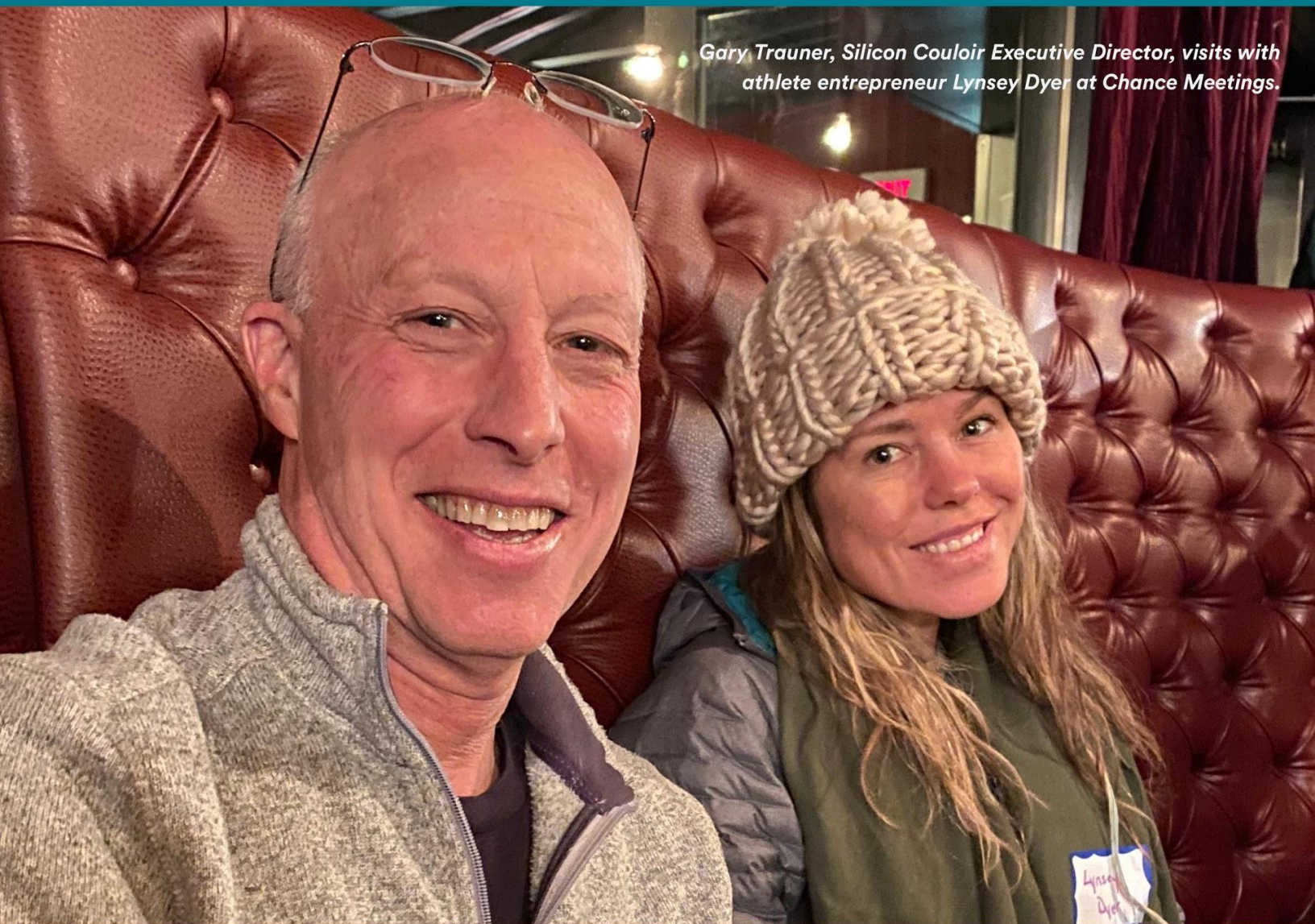




Empowering an Entrepreneurial Ecosystem

Our programs offer:

- Founding to Funding Education
- Triple Bottom Line: Profits, People, Planet
- Access for All



Gary Trauner, Silicon Couloir Executive Director, visits with athlete entrepreneur Lynsey Dyer at Chance Meetings.

